



Park Township Board of Trustees

Work Session

March 22, 2018

4:00 pm

MEETING AGENDA

(Please turn off or set to “silent” mode all cell phones and other electronic devices.)

1. **Call to order**
2. **Pledge of Allegiance**
3. **Approval of Agenda** (Additions to or Deletions from Agenda)
4. **Approval of Consent Agenda**
 - a. Approval of Minutes: March 8, 2018
5. **Public Hearing**
 - a. Michigan Natural Resources Trust Fund Grant acquisition application for south side kayak and Lake Macatawa Park.
6. **Action Items**
 - a. Resolution approving Michigan Natural Resources Trust Fund Grant acquisition application for south side kayak and Lake Macatawa Park.
7. **Discussion Items**
 - a. 2018 Strategic Plan
8. **Public Comment** (This is an opportunity for the public to address the Board and to make any appropriate comments. Please limit your comments to 2 – 3 minutes per person.)
9. **Adjourn**



MEMO

To: Park Township Board
From: Howard Fink
Date: 3/15/2018
Re: Resolution on Land Acquisition Grant Application to the Michigan Natural Resources Trust Fund

Executive Summary

As discussed at the March 14th Board meeting, we may have an opportunity to purchase land adjacent to the south side boat launch. The existing land owned by the Township is a very narrow strip that provides a launching point for boats into Lake Macatawa. Since we plan to also put in a kayak launch at the site additional space would be helpful and create a more park like environment.

To cover a portion of the cost, we are submitting an application to the Michigan Natural Resources Trust Fund. Although negotiations are ongoing, the total grant application will be for \$900,000, and we will request \$675,000 from the Trust Fund, with the Township paying the required 25% match amount of \$225,000. Attached is a resolution that needs to be approved by the Board in order to submit our application.

Budget Impact and Funding Source

If awarded the grant, the Township will need to commit up to \$225,000 (25% match). Funds will come from the Capital Improvement fund.

Legal Review

None needed

Manager Recommendation

Approve the resolution to submit a grant application to the Michigan Natural Resources Trust Fund



PARK TOWNSHIP

REGULAR BOARD MEETING

March 8, 2018

ART 1. CALL TO ORDER

Supervisor Hunsburger called to order the regular meeting of the Park Township Board held on March 8, 2018 at 6:30 p.m. at the Park Township Office, 52-152nd Ave., Holland, MI 49424.

Present were Supervisor Gerald Hunsburger, Clerk Skip Keeter, Treasurer Jan Steggerda and Trustees Dan DeLeeuw, Jim Gerard, George Jacob and Denise Nestel and Manager Howard Fink and Attorney Dan Martin.

ART 2. INVOCATION - Gerard

ART 3. PLEDGE OF ALLEGIANCE

ART 4. APPROVAL OF AGENDA (Additions to or Deletions from Agenda)

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Gerard and supported by Keeter to approve the agenda as amended. (7-0)

ART 5. APPROVAL OF CONSENT AGENDA

- a Approval of Minutes: February 8, 2018
- b Payment of Bills
- c Blessing of the Bikes

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Keeter and supported by Steggerda to approve the consent agenda. (7-0)

ART 6. PUBLIC COMMENT

Hunsburger opened the public comment period:
5 people spoke at the public comment period.
Hunsburger closed the public comment period.

ART 7. DEPARTMENT REPORTS

- a Fire Department – no questions were asked of Chief Gamby
- b Sheriff's Office- no questions were asked of Sgt. VanderPloeg

- c Park Township Public Airport – no questions were asked of Doug Formsma
- d Ottawa County Fairgrounds – no questions were asked of
- e Finance – no questions were asked from the Board regarding finance
- f Building and Zoning – no questions from the Board were asked regarding building and zoning
- g Recreation – no questions were asked of the Recreation Director

ART. 8 PRESENTATION

- a. Project Clarity: Presentation by Dan Callam and Travis Williams, Macatawa Greenway/Outdoor Discovery Center
Williams and Callam gave an overview of the progress of the greenway and projects they are focused on monitoring.

ART 9. PUBLIC HEARING

- a. FY 2018-2019 Budget
Hunsburger opened the 2018-19 Budget public hearing
Fink answered questions regarding the budget as posed by the Board and residents.
For: none
Against: none
Hunsburger closed the 2018-19 Budget public hearing.
- b. Land & Water Conservation Fund Grant for Wendt Park
Hunsburger opened the Land & Water Conservation Fund Grant public hearing for Wendt Park.
Fink explained the project to the Board.
For: none
Against: none
Hunsburger closed the Land & Water Conservation Fund Grant public hearing for Wendt Park.
- c. Michigan Natural Resources Trust Fund Grant Application for Wendt Park
Hunsburger opened the Michigan Natural Resources Trust Fund grant public hearing for Wendt Park.
For: none
Against: none
Hunsburger closed the Michigan Natural Resources Trust Fund grant public hearing for Wendt Park.

ART 10. ACTION ITEMS

- a. FY 2017-2018 Budget Amendments (Resolution No. 2018-03)

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by and supported by to approve the FY 2017-18 Budget Amendments (Resolution No. 2018-3) as presented. (7-0)
- b. FY 2018-2019 Budget (Resolution No. 2018-04; Adoption of FY 2018-2019 General Appropriations Act)
Fink gave some highlights of the Budget.

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Nestel and supported by Steggerda to approve the FY 2018-19 Budget (Resolution No. 2018-04; adopt 2108-19 General Appropriations Act) as presented. (7-0)

- c. FY 2018-2019 Fee/Rate Schedule (Resolution No. 2018-05)

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Gerard and supported by Keeter to approve the 2018-19 Fee/Rate Schedule (Resolution 2018-05) as presented. (7-0)

- d. Salary Schedule for FY 2018/2019 (Resolution No. 2018-06)

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Keeter and supported by Nestel to approve the 2018-19 Salary Schedule (Resolution No. 2018-06) as presented. (6-0) Jacob stepped out of the room

- e. Resolution on Grant Application for Wendt Park - Land and Water Conservation Fund (Resolution No. 2018-07)

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Nestel and supported by Gerard to approve the Resolution on submitting a grant application through the MI DNR Land and Water Conservation Fund (Resolution No. 2018-07). (7-0)

- f. Resolution on Grant Application for Wendt Park - Michigan Natural Resources Trust Fund (Resolution No. 2018-08)

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Gerard and supported by Nestel to approve submission of the Michigan Natural Trust Fund grant application for Wendt Park (Resolution No. 2018-08). (7-0)

- g. Engineering Contract for 168th and 160th Bike Paths
Fink stated through talks with our engineer the bid will go out together for both 168th and 160th bike paths. There is a cost savings involved with the joint contract. The construction contracts will come before the Board at a later date.

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Keeter and supported by Steggerda to approve the engineering contract for 168th and 160th bike paths in the amount of \$51,000. (7-0)

- h. Chips Container Contract for Fall and Spring Leaf Pickup
Fink stated the changes in the contract regarding additional days and the ability to bring additional types of materials.

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Gerard and supported by Keeter to approve Chips Container contract for fall and spring leaf pickup as written. (7-0)

i. Zoning Ordinance Text Amendments (Ordinance No. 2018-1 to amend Sections 38-36, 38-66(1), 38-103, 38-107, 38-108, 38-214(7), 38-276(3), 38-306(3), 38-336, 38-23, 38-483(E), 38-483(H), 38-452, 38-500(A), 38-506(3), 38-507)

j. **MOTION MADE; MOTION SUPPORTED; MOTION CARRIED:** A motion was made by Nestel and supported by Keeter to approve the Zoning Ordinance Text Amendments (Ordinance No. 2018-1 to amend Sections 38-36, 38-66(1), 38-103, 38-107, 38-108, 38-214(7), 38-276(3), 38-306(3), 38-336, 38-23, 38-483(E), 38-483(H), 38-452, 38-500(A), 38-506(3), 38-507) as presented. (7-0)

k. Timberline Acres West Phase 5 Final Plat Approval

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Nestel and supported by Jacob to approve Timberline Acres West Phase 5 Final Plat Approval. (7-0)

l. Local Road Repaving Schedule/Bid for Subdivision Roads
Fink explained the repaving schedule. Fink stated we are testing a new process of fiber matting micro surfacing. The Township will try fiber matting on one road and traditional methods on a similar road in a similar area.

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Keeter and supported by Nestel to approve the Local Road Repaving Schedule/Bid for Subdivision Roads. (7-0)

l. Consider Banner for Pump House Museum
The Pump House would like a banner on one light pole and will keep it up for a few years while the exhibit is run.

The Board agreed to postpone this item indefinitely.

ART. 11 DISCUSSION ITEMS

a. March 22, 2018 Board Work Session
Fink stated the strategic plan will be a focus on the Board Work Session on March 22.

ART. 12 MANAGER'S REPORT

Fink gave an update of the items he is working on currently.

ART. 13 PUBLIC COMMENT

Hunsburger opened the public comment period:
1 person spoke at the public comment period.
Hunsburger closed the public comment period.

ART. 14 CLOSED SESSION – Pursuant to Section 8(d) of the Open Meetings Act to consider the purchase or lease of real property up to the time an options to purchase or lease that real property is obtained.

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Steggerda and supported by Keeter to move into

closed session for to consider the purchase or lease of real property.
(7-0)

Roll Call:

Yes: DeLeeuw, Nestel, Gerard, Hunsburger, Keeter, Steggerda and
Jacob

No: none

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A
motion was made by Keeter and supported by Gerard to move back
into open session. (7-0)

ART. 15 POSSIBLE ACTION: ON MATTERS DISCUSSED IN CLOSED SESSION

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion
was made by Keeter and supported by Gerard to direct Township legal
counsel to pursue a cease and desist lawsuit against a property owner located
to the west side of the south side boat ramp. (7-0)

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion
was made by Nestel and supported by Keeter to direct the Manager to pursue
a grant for the acquisition of property east of the south side boat ramp for the
amount of \$900,000. (7-0)

ART. 16 BOARD COMMENTS AND COMMITTEE/AGENCY REPORTS
Board members reviewed the committee meetings they attended.

ART. 17 ADJOURN

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion
was made by Nestel and supported by Keeter to adjourn at 9:40pm. (7-0)

Respectfully Submitted by Clerk Skip Keeter

Daniele Dykens
Recording Secretary

Resolution #
MICHIGAN NATURAL RESOURCES TRUST FUND
RESOLUTION OF AUTHORIZATION FOR SOUTHSIDE LAND ACQUISITION

WHEREAS, The Park Township Board supports the submission of an application titled, "Lake Macatawa Southside Lake Access Expansion" to the Michigan Natural Resources Trust Fund for the purchase of land adjacent to the Township's existing Southside Boat Launch

WHEREAS, the Southside Boat Launch is located between 1671 and 1691 South Shore Drive

WHEREAS, the proposed application is supported by the Township's 5-Year Approved Parks and Recreation Plan; and,

WHEREAS, Park Township Board of Trustees has made a financial commitment to the project in the amount of not more than \$225,000 matching funds, in cash and/or force account; and,

WHEREAS, if the grant is awarded the applicant commits its local match and donated amounts from the following sources:

Capital Improvement Fund Up to \$225,000

NOW THEREFORE, BE IT RESOLVED Park Township Board of Trustees hereby authorizes submission of a Michigan Natural Resources Trust Fund grant application for \$ 675,000, and further resolves to make available a local match through financial commitment and donation(s) of \$225,000 (25%) of the total \$ 900,000 project cost, during the 2019-2020 fiscal year.

_____ Dated: _____
Supervisor

_____ Dated: _____
Clerk

AYES:
NAYES:
ABSENT:

MOTION APPROVED

I HEREBY CERTIFY, that the foregoing is a Resolution duly made and passed by Park Township Board of Trustees of Park Township at their meeting held on March 22nd 2018, at 6:30 p.m. in The Park Township Hall, located at 52 South 152nd Avenue, Holland Michigan 49424 , with a quorum present.

_____ Dated: _____
Clerk



List Number: 17022536
Area: Holland/Saugatuck - H
Municipality: Park Twp
Lot Dimensions: 148.5x330x45x314x150
Waterfront: Yes
Water Access Y/N: Yes
Body of Water: Lake Macatawa
Water Frontage: 148.5
Directions: South Shore West to address; Just West of 160th.
Cross Streets: 160th and Harrington Ave.

Property Sub-Type: Single Family Residence
New Construction: No
Sub-Area: H14 - Holland
County: Ottawa
Possession: Negotiable
Tax ID #: 701534425036
Road Frontage: 148.5

Status: Expired
List Price: \$939,000
List Price/SqFt: \$367.95
Lot Acres: 0.76
Lot Square Footage: 33,105

	Upper	Main	Lower	Bsmt	Total
Bedrooms	3	0	1	0	4
Full Baths	2	0	1	0	3
Half Baths	0	1	0	0	1
Fin/Level	1,080	1,472	1,322	0	3,874 (Finished All Levels)
Total Sqft			0	0	2,552 (Sqft Above Grade)

Design:	Traditional	Year Built:	1940	ROOMS/DIMENSIONS/LEVELS					
Manufactured Y/N: No	Water: Public	Sewer: Public	Driveway: Paved	Kitchen	18x10 Main	Recreation	18x18 Lower	Bedroom 2	14x11 Upper
Total Fireplaces: 2	Laundry on Main: No			Formal Dining Room	14x16 Main	Den/Study	9x10 Main	Bedroom 3	11x9 Upper
Master on Main: No				Dining Area	13x10 Main	Laundry	16x12 Lower	Bedroom 4	9x11 Lower
				Family Room	20x13 Main	Master Bedroom	17x17 Upper	Bedroom 5	
				Living Room	23x13 Main	Master Bath		Add'l Room	
								Add'l Room 2	
								Add'l Room 3	
								Add'l Room 4	
								Add'l Room 5	
								# of Rms Above Grade:	12

Legal: LOTS 7 THRU 9, ALSO THAT PART OF LOT 10 COM SE COR, TH N SEV: 492,500
 330.45 FT ALG E LI OF SD LOT 10 TH W 3.46 FT, S 0D 36M E 330.47 FT Tax Year: 2016
 TO BEG, INC LAND BETWEEN N LI OF SD PARCEL & LAKE MACATAWA Zoning: R3
 MACATAWA PARK GROVE For Tax Year: 2016
 Taxable Value: 351,515 Homestead %: 100
 Annual Property Tax: 10,490.83 Special Assmt/Type: None Known
 School District: Holland

Terms Available: Cash/Conventional; FHA	Water Fea. All Sports; Private Frontage	Heat Type: Forced Air
Water Type: Lake	Amenities:	Heat Source: Natural Gas
Street Type: Paved; Public	Exterior Features: 3 Season Room; Deck(s); Patio; Porch(es)	Air Central
Exterior Material: Aluminum Siding; Brick	Landscape: Decor Fence; Ground Cover	Conditioning:
Manufactured Details:	Sale Conditions: None	Fireplace: Family; Living; Wood
Roofing: Composition	Outbuildings: Storage Shed	Kitchen: Garden Window; Pantry;
Windows: Bay/Bow; Insulated; Screens; Storms	Pool: Outdoor/Inground	Features: Snack Bar
Substructure: Daylight; Full Basement; Walk Out	Util Avail at Street: Broadband	Access Feat: Accessibility Features: No
Garage Type: 2; Attached	Assoc. Fee Incl.:	
Lot Description: Level	Utilities Attached: Cable; Natural Gas; Telephone Line	
Appliances: Built in Oven; Cook Top; Dishwasher; Dryer; Garbage Disposal; Microwave; Oven; Range; Refrigerator; Washer		
Additional Items: All Window Treatments; Ceiling Fans; Ceramic Floor; Garage Door Opener; Wood Floor		
Assoc. Amenities:		
Accessibility Feat:		

Marketing Remarks: Classic 2 story home on South Shore Dr. near the Macatawa Bay Yacht Club & Eldean's Marina. Situated on a 3/4 acre lot that is beautifully landscaped with some of the best views of Lake Macatawa and Big Bay. The main floor has an open concept kitchen, dining and family room with fireplace facing the lake, a formal living room and dining room leading into a delightful 3-season room on the east side of the home, an office, and a powder bath plus 2-stall garage. On the upper floor there are 3 bedrooms and 2 baths which includes the master suite which has its own lakeside balcony and both walk-in closet and a steamer in the bath.

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The members of the Park Township Board examined the strengths, weaknesses, opportunities, and threats affecting the Township as a whole. The items in each category are not ranked by importance, nor is this intended to be an all-inclusive list. In addition, the items identified provide a view of potential issues that may impact the environment in which the Township provides services in the near- or long-term future.

Red highlight denotes changes in 2018

Strengths

- Project Clarity
- Bike path system
- Financially sound/fund balance
- Collaboration
- Great staff
- Super-Effective** board
- Natural resources
- Parks: Township, County and State
- Supportive Community
- Schools
- Transparency
- Quality homes
- Low tax rate
- Excellent website
- Great newsletter/communication
- Residents
- Talent pool
- Location
- Lake Michigan
- Lake Macatawa
- Great neighbors
- Great law enforcement/public safety
- Low crime rate
- Diverse environment (urban and rural)
- Bedroom community

Weaknesses

- Communication (what, how, who)
- Media stories
- Government image
- Lake access/Northside
- Resources not used to full potential
- Community events participation
- User friendly website/easier access
- Lack of regional cooperation
- Lack of business in business corridor/ commercial taxes (boutique businesses that cater to residents)
- Walkable communities
- Lack of affordable housing/definition of affordable housing (quality rental homes and apartments)
- Lack of trust
- Rental registration and inspection
- Lack of community alert system (warning system/sever weather)
- Perception that Park Township caters to the Northside
- Involvement of Southside residents
- Lack of Master Plan**
- Outdated Zoning Code
- Road end upkeep
- Parks upkeep/communication

Opportunities

- Increased board information and orientation
- Increase use of fairgrounds (bike track at fairgrounds)
- Four new board members
- Improve footprint on Northside of Lake Macatawa (collaboration with the County)
- Improved relationship with Road Commission
- Regional cooperation
- Developing and make better use of available land (Cooper Van Wieren Forest) - (Maintain the natural environment of the park and preserve the equestrian use, but add appropriate signage)
- Training for board members
- Communications
- Attracting younger population
- Visitors center at fairgrounds
- Airport**

Threats

- Disgruntled residents**
- Complacent
- Increase in development/be ready/extension of infrastructure
- Infrastructure maintenance
- Do we want to be in the water business?
- State/Federal funding
- Dredging
- Zoning code/housing
- Aging population/millennial preference
- Septic tanks along lakeshore/water quality
- Water utility / business**

Priority voting in

- Airport** (4 votes)
- Regional Cooperation (2 votes)
- Communication (What, how, who) (2 votes)
- Lake access / Northside and Southside (1 vote)
- Lack of regional cooperation (1 vote)
- Lack of business in business corridor / commercial taxes (boutique business that cater to residents) (1 vote)
- Road end upkeep (1 vote)
- Parks upkeep and communication (1 vote)
- Water utility / business (1 vote)
- Increase in development / be ready / extension of infrastructure (1 vote)

Park Township Board
Strategic Planning Session March 18, 2017
Category Ranking

Broad Category	Rank	Objective	Rank	Votes
To improve the organization and service delivery	24	Update master plan and zoning code (bring Wycoff in)	30	3
		Create growth management plan	25	3
		Obtain Northside Lake Macatawa Frontage	20	3
		Restarting/Reengaging conversation to get out of the water business	20	3
		Planning application reorganization/improve process	19	2
		Definitive plan for road ends	19	4
		Improve gateway signage: artistic, creative, different	18	2
		Governance structure/committees, agendas, flow	18	2
		Create infrastructure plan	14	2
		Discuss code enforcement staffing	14	3
		Continue regional collaboration	10	3
		Continue to apply for grant funds	9	2
		Focus on upcoming expiring millages	8	2
		Grow recreation programs/communicate and collaborate with school district and Holland TWP	8	2
		Implement public transit pilot	7	2
		More park activities: pickle ball, bocce ball	7	1
		Evaluate how walkable communities fit with Park Township improvements	6	1
		Plan business development on Ottawa Beach Road	4	1
		Improve office security	3	1
		Work with Ottawa County Road Commission to improve roads they maintain	3	1
		Extra foot for bike lane on Lakeshore (political pressure in support)	2	1
		Create CIP for parks and infrastructure	0	0
		Improve property maintenance code	0	0
		Discuss/review financial policies/fund balance	0	0
Update policy manual and employee handbook	0	0		
Improve and enhance community involvement	18	Get the community involved in what's going on in the Township	27	4
		Open house forum for community input	17	3
		Engage Park Township community/tax payers with emphasis on Southside	11	2
		Consistently gather community input	9	1
		Citizen strategic plan input (3 months)	8	1
		Partnerships with service clubs	1	1
		Better communicate whole Township activities	1	1
		Citizen recognition program	0	0
Work with airport to create/communicate community activities	0	0		
To maintain and enhance communication	17	Create identity for Park Township with branding plan	8	1
		Increased newsletter subscribers	5	1
		Improved sound system and acoustics in board room	5	1
		Implement use of social media	2	1
		Agree on theme as a Board	2	1
Board tour of Park Township	0	0		
To be good stewards of Township property and community resources	11	Increased use of Ottawa County Fairgrounds/year round use	21	5
		Make airport viable	17	2
		Buildable lot inventory	0	0
		Improved facility use	0	0

Functional Area Key	
	Planning and Zoning
	Recreation
	Community Outreach, Involvement and Communication
	Township Facilities
	Fiscal Sustainability / Budgeting
	Township Infrastructure and Services
	Board Visioning and Policy

New for 2018

Focus on a discussion of code enforcement staffing
 Remove Master Plan update goal, but leave in reference to Zoning Code updates.

Park Township Business Plan: Planning and Zoning

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	OFF	ON

OBJECTIVE	HIGH LEVEL TASK	OPERATIONAL TASK	STATUS	CHAMPION	ASSIGNED TO	NOTES
Complete Long Standing Planning and Zoning Goals	Complete the Master Plan	P.C. Comes to an agreement on any lingering issues related to the Master Plan and forwards to the Board for approval.	Complete	PC	PC	
Complete Long Standing Planning and Zoning Goals	Neighborhood Housing Preservation Planning	Complete the process for Macatawa Hills NHP	Complete	Macatawa Team	Macatawa Team	75%
Complete Long Standing Planning and Zoning Goals	Revise Zoning codes and maps		Complete	PC	Ed Devries	Maps Complete
Complete Long Standing Planning and Zoning Goals	Update Township ordinances	PUD ordinance is adopted by the P.C. and forward to the Board of Trustees for approval.	Complete	PC	PC	
Complete Long Standing Planning and Zoning Goals	Update Township ordinances	Staff and the new Planning Consultant prioritize a list of ordinances that require review. Draft ordinances are prepared for Planning Commission prior to a policy focused review.	In Progress	PC	Ed Devries / P.C. Consultant	Ongoing. Greater focus in 2018?
Improve the efficiency of the Planning and Zoning Process	Create a mandatory administrative review process for all site plans prior to the P.C. Review	Staff to create forms and applications that coincide with the new review process.	Complete	PC / Howard	Howard / Ed Devries	While forms have not been completed, policy has been implemented
Improve the efficiency of the Planning and Zoning Process	Consider Preliminary site plan review as a P.C. function and final site plan review as a staff function.	Staff to create forms and applications that coincide with the new review process.	In Progress	PC / Howard	Howard / Ed Devries	
Improve the efficiency of the Planning and Zoning Process	Provide the Planning Commission with Clear Recommendations on site plan or special use decisions.		Complete	PC	Ed Devries	
Review the Township's code enforcement program	Define the Board's policy and vision on how intensive code enforcement efforts should be.	The Board of Trustees and the P.C. to engage in a policy review of our Code Enforcement efforts, with facilitation by staff.	In Progress	BOT	Howard / Ed Devries / BOT	
Review the Township's code enforcement program	Review code enforcement regulations and nuisance ordinances	Review of the ICC property maintenance code, unsafe building code, nuisance ordinances, and rental registration (if applicable). Recommendations for changes made by staff.	Not Started	Howard Fink	Howard / Ed Devries	

Park Township Business Plan: Planning and Zoning

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	OFF	ON

OBJECTIVE	HIGH LEVEL TASK	OPERATIONAL TASK	STATUS	CHAMPION	ASSIGNED TO	NOTES
Review the Township's code enforcement program	Identify if appropriate staffing is in place for code enforcement efforts	Review staffing levels and the need for a dedicated code enforcement officer.	Not Started	Howard Fink	Howard / Ed Devries	
Consider various planning issues pertinent to Park Township	Business development opportunities on Ottawa Beach Road		Delayed	PC	PC / Planner	
Consider various planning issues pertinent to Park Township	Implications for Growth	Analyze growth impacts and its effect on the Townships image as a rural community.	Delayed	PC	PC / Planner	
Consider various planning issues pertinent to Park Township	Implications for Growth	Create a buildable lot inventory to better understand implications for growth.	Delayed	PC	Ed Devries	
Consider various planning issues pertinent to Park Township	Implications for Growth	Review existing lot inventory prior to zoning map revisions	Delayed	PC	PC / Planner	
Consider various planning issues pertinent to Park Township	Walkability of Park Township	Identify strengths and weaknesses related to walkability. Consider a score card approach.	Not Started	PC	PC / Planner	
Consider various planning issues pertinent to Park Township	Implications for Growth	Review and update ordinances related to sewer availability, allowing "pocket plants" etc.	Not Started	PC	PC / Planner / Staff	

Notes: We were ambitious in our goals for Planning and Zoning. For the most part, the tasks have been performed by the Manager. Chairman Jeff Pfost has indicated our process is running smoother and more efficiently. While our forms have not yet been updated, we have implemented staff review prior to plans being reviewed at the Planning Commission level. We passed the master plan and are well on our way to completing the Macatawa Park planning efforts.

Park Township Business Plan: Recreation

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	OFF	ON

OBJECTIVE	HIGH LEVEL TASK	OPERATIONAL TASK	STATUS	CHAMPION	ASSIGNED TO	NOTES
Continue to develop Park Township recreation programs and park facilities.	Greater collaboration and communication with various school districts and Holland Charter Township		In Progress	Daniele Dykens	Daniele Dykens	Attending Bi-monthly rec meetings. Engaged in partnerships with Zeeland and City of Holland
Continue to develop Park Township recreation programs and park facilities.	Focus on creating NEW and popular active recreational opportunities at the parks (i.e. pickle ball and bocce ball).		Complete	BOT / Howard	Daniele Dykens	
Continue to develop Park Township recreation programs and park facilities.	Consider a lake front park with access to the north side of Lake Macatawa.		In Progress	BOT	BOT	This is a concept that needs greater discussion.
Continue to develop Park Township recreation programs and park facilities.	Consider Partnerships with service clubs that can improve our recreational programs and help maintain our parks.		Complete	Daniele Dykens	Daniele Dykens	Had success with Shore Acres Disc Golf Course. Possibilities for Pickle Ball in the future.
Continue to develop Park Township recreation programs and park facilities.		Research various clubs at West Ottawa High School and formulate summer camps around clubs (was done with Science Olympiad and it was successful).	Not Started	Howard Fink	Daniele Dykens	
Continue to develop Park Township recreation programs and park facilities.		Reach out to the Ottawa County Fair on Movies in the Park.	Complete	Howard Fink	Daniele Dykens	
Continue to develop Park Township recreation programs and park facilities.		Reach out to Ottawa County Parks and Recreation to jointly create and promote programs in local parks.	Complete	Howard Fink	Daniele Dykens / Fair Board	
Continue to develop Park Township recreation programs and park facilities.		Attend training sessions through Mparks and National Parks and Recreation Association to gather ideas and network on what is trending.	Complete	Daniele Dykens	Daniele Dykens	
Continue to develop Park Township recreation programs and park facilities.		Develop an adult recreation plan that includes pickle ball, bocce ball, arts and crafts.	In Progress	BOT	Daniele Dykens	Working on Wood burning, sewing and craft classes.
Continue to develop Park Township recreation programs and park facilities.		Gradually expand offerings to make sure we are doing things with quality and intention.	In Progress	Howard Fink	Daniele Dykens	Ongoing
Continue to develop Park Township recreation programs and park facilities.		Relocate / re-create and re-organize the community garden.	In Progress	Howard Fink / Airport Committee	Howard Fink / Daniele Dykens	Still working out the details
Continue to develop Park Township recreation programs and park facilities.		Complete the planning and re-design of Winstrom park	In Progress	Parks Team	Parks Team	
Continue to develop Park Township recreation programs and park facilities.		Complete summer parks improvements (Winstrom and Keppel)	In Progress	Parks Team	Parks Team	

Park Township Business Plan: Recreation

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	OFF	ON

OBJECTIVE	HIGH LEVEL TASK	OPERATIONAL TASK	STATUS	CHAMPION	ASSIGNED TO	NOTES
Continue to develop Park Township recreation programs and park facilities.		Create a plan for the South Side Boat Launch	In Progress	Howard Fink	Howard Fink	Waiting on resolution of land issues and quotes from manufacturer
Create better community outreach on township events, festivities, and recreational opportunities.		Reach out to various elementary schools to assess needs and create a presence - attend PTA meetings.	In Progress	Daniele Dykens	Daniele Dykens	
Create better community outreach on township events, festivities, and recreational opportunities.		Meet with Holland City on Lakeshore Track Meet (similar to Hershey Track and Field Day).	Complete	Daniele Dykens	Daniele Dykens	
Create better community outreach on township events, festivities, and recreational opportunities.		Attend community event days. Work with Ottawa Area Intermediate School District on attending their LAUP Fiesta Day.	Complete	Daniele Dykens	Daniele Dykens	

Note: Much has been accomplished in Recreation, as we have had a considerable focus on Parks in the last year. Yet, there is much to do. Large development projects still need to be completed. In the upcoming year, staff wishes to place a greater emphasis on marketing, collaboration with Zeeland and the City of Holland, and the creation of marketing / implementation plans for adult programming.

Park Township Business Plan: Community Outreach, Involvement, and Communication

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	OFF	ON

OBJECTIVE	HIGH LEVEL TASK	OPERATIONAL TASK	STATUS	CHAMPION	ASSIGNED TO	NOTES
Increase community involvement in the Township through a variety of ways.	Specifically engage residents on the south side.		In Progress	BOT	BOT / Howard Fink	
Increase community involvement in the Township through a variety of ways.	Consistently gather community input.		In Progress	BOT	BOT / Howard Fink	
Increase community involvement in the Township through a variety of ways.	Communicate to residents that "Increased community involvement and communication" is a primary focus area for the current board.		In Progress	BOT	BOT / Howard Fink	
Increase community involvement in the Township through a variety of ways.	Work with Ottawa Aviation to advertise community events and activities.	Cross promote any airport activities through the Township newsletter, website, and social media.	Complete	Airport Committee	Airport Committee / Staff	Notes: New Website, advertising for open house, and considerable assistance with Skydiving Operations.
Increase community involvement in the Township through a variety of ways.		Advertise and promote all Township events.	In Progress	Howard Fink / BO	Staff	
Increase community involvement in the Township through a variety of ways.		Schedule open houses for residents to gather community input and allow for an open exchange of questions and answers.	Not Started	BOT	BOT / Howard Fink	
Increase community involvement in the Township through a variety of ways.		Gather citizen input on the Board's Strategic Plan.	Not Started	BOT	BOT / Howard Fink	
Increase community involvement in the Township through a variety of ways.		Create a citizen recognition program.	Not Started	BOT	BOT / Howard Fink	
Increase community involvement in the Township through a variety of ways.		Create a list of homeowner associations and their contact information, etc.	Complete	Howard Fink	Staff	
Increase community involvement in the Township through a variety of ways.		Consider the manager and a Board Member representative to speak and participate in homeowner association meetings on a regular basis.	Not Started	BOT	BOT / Howard Fink	
Increase community involvement in the Township through a variety of ways.		Have an airport representative present at monthly board meetings and give a verbal and or written staff report.	Complete	Supervisor	Howard Fink	
Increase communication with residents.	Consider a Park Township App for residents, visitors, etc.		In Progress	Clerk	Howard Fink	
Increase communication with residents.	Increase email newsletter subscribers	Identify groups to increase newsletter subscribers (e.g. homeowners associations, religious groups, etc.) that might share their lists with the Township.	In Progress	Howard Fink	Staff	

Park Township Business Plan: Community Outreach, Involvement, and Communication

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	OFF	ON

OBJECTIVE	HIGH LEVEL TASK	OPERATIONAL TASK	STATUS	CHAMPION	ASSIGNED TO	NOTES
Increase communication with residents.	Increase email newsletter subscribers	Create a policy that every person entering the Township offices is asked if they would like to sign up for the online newsletter.	Complete	Howard Fink	Staff	
Increase communication with residents.	Utilize social media as an outreach tool	Begin using Facebook to advertise Township Open meetings and various events / activities.	Delayed	Howard Fink	Staff	

Note: Some of the more considerable tasks in this community outreach / involvement should be board initiated. This is an area that I see we can improve upon for the upcoming year.

Park Township Business Plan: Township Facilities

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	OFF	ON

OBJECTIVE	HIGH LEVEL TASK	OPERATIONAL TASK	STATUS	CHAMPION	ASSIGNED TO	NOTES
Improve office building security.		Install card access readers in the Township Hall to eliminate the need for office keys, and allow residents to safely utilize the board and conference room after hours.	Complete	BOT	Howard Fink	
Improve office building security.		Depending on available funds, implement the card access technology at the Community Center, Maatman Center, and Fire Stations.	Not Started	BOT	Howard Fink	
Improve sound system and acoustics in the board room.		Install appropriate sound proofing on the ceiling to minimize echo.	Complete	BOT	Howard Fink	
Improve sound system and acoustics in the board room.		Install more sensitive and better speakers if necessary.	Delayed	BOT	Howard Fink	
Improve facility use opportunities.			Complete	BOT	Howard Fink	

Notes: The distribution of access cards will be completed after the holidays. Overall, we have accomplished our objectives - but all the areas still need work / refinement.

Park Township Business Plan: Fiscal Sustainability and Budgeting

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	OFF	ON

OBJECTIVE	HIGH LEVEL TASK	OPERATIONAL TASK	STATUS	CHAMPION	ASSIGNED TO	NOTES
Analyze resources and expenditure needs in the future to create a sustainable budget (projecting at least 10 years for funds with capital components).		Create a specific capital improvement plan for Parks, Roads, Bike Paths, and general township resources to better understand our infrastructure needs.	In Progress	BOT	Howard Fink / Connie Vander Schaaf	75% - 85% Complete
Analyze resources and expenditure needs in the future to create a sustainable budget (projecting at least 10 years for funds with capital components).		Utilize the information / analysis from our capital improvement planning to inform decisions on millage renewals.	Complete	BOT	Howard Fink / Connie Vander Schaaf	Extensive Parks Analysis
Analyze resources and expenditure needs in the future to create a sustainable budget (projecting at least 10 years for funds with capital components).		Involve the public on what resources / investments they support.	Complete	BOT	Howard Fink	Pickle Ball, Tennis, and Community Meetings.
Analyze resources and expenditure needs in the future to create a sustainable budget (projecting at least 10 years for funds with capital components).		Identify grant opportunities that will offset infrastructure improvements.	Complete	Howard Fink	Staff	Winstrom/All new plans are looking at grant priority areas.
Analyze resources and expenditure needs in the future to create a sustainable budget (projecting at least 10 years for funds with capital components).		Discuss and review financial policies geared toward long term fiscal sustainability and/or efficiency.	Complete	BOT	Howard Fink / Connie Vander Schaaf	Ongoing Maintenance issues have been emphasized.
	Improve budgeting procedures and board knowledge	Provide additional reports on major funds so the board is able to quickly analyze financial issues.	Complete	Connie Vander Schaaf	Connie Vander Schaaf	New Report Format
	Improve budgeting procedures and board knowledge	Create memo format so that recommendations by the manager or other department heads provide quick and detailed financial implications of board actions.	Complete	Howard Fink	Howard Fink	New Report Format
Evaluate the cost effectiveness in billing for water services in the Waukazoo and Federal District area.		Re-engage and re-start the conversation to turn over water line assets to either Holland Charter Township or Holland BPW to eliminate water billing.	In Progress	Howard Fink	Howard Fink	

Notes: Most of these tasks are ongoing / and will be a continuous effort. The conversation around the water utility will be ongoing and will likely pick up in the next few months.

Park Township Business Plan: Township Infrastructure and Services

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	OFF	ON

OBJECTIVE	HIGH LEVEL TASK	OPERATIONAL TASK	STATUS	CHAMPION	ASSIGNED TO	NOTES
Identify road infrastructure needs and improvements.	Evaluate if increased funds are needed for road improvements, specifically local and subdivision roads.		Complete	BOT	Howard	Completed for 2017. Beginning analysis for 2018
Identify road infrastructure needs and improvements.	Work collaboratively with Ottawa County Road Commission on improving primary arterials.	Understand Ottawa County Road Commission's timeline for primary arterial repairs. Ensure their schedule is in line with the Board's desires and pavement conditions.	Not Started	Howard	Howard	
Identify road infrastructure needs and improvements.	Work collaboratively with Ottawa County Road Commission on improving primary arterials.	Engage in regular communication with Ottawa County Road Commission to coordinate our message to residents, business owners, and stakeholders.	In Progress	BOT / Howard	BOT / Howard	Communication has been better with the road commission, but tension seems to still be present.
Identify road infrastructure needs and improvements.	Ensure our Road Improvement Master Plan is up to date and based on best practices.	Update our capital improvement plan for local road repairs. Ensure that best practices are integrated, including proper use and timing of crack sealing and other preventative maintenance.	Complete	Howard	Howard	I feel comfortable with our data sets and decision making process.
Identify road infrastructure needs and improvements.	Increase our education efforts to residents on maintenance and road funding issues.		Not Started	BOT	BOT / Howard	
Identify road infrastructure needs and improvements.	Consider paving an extra foot of shoulder on Lakeshore Drive (creating a paved four foot section) to function as a bike lane.	Work with the county and private donations to share in the cost of an extra foot of paved shoulder.	Complete	BOT	BOT / Howard	Board has approved this expenditure.
Identify road infrastructure needs and improvements.		Keep advocating to the Ottawa County Road Commission to stamp the paved shoulder as a dedicated bike lane. Understand the implications of this decision.	In Progress	BOT	BOT / Howard	Failed on Lakeshore Drive. Need to continue advocacy in general
Identify new infrastructure needs and services in the Township.	Improved gateway signage	Integrate the gateway signage with the Townships vision. Be creative: Consider engaging local artists to prevent the "typical" representation of municipal gateway signage.	Not Started	BOT	BOT / Howard	
Identify new infrastructure needs and services in the Township.	Implement a Public Transit Pilot Program	Negotiate and finalize the Public Transit Contract with the Macatawa Area Express.	Complete	BOT	Howard	So far, this project has been a major success.
Identify new infrastructure needs and services in the Township.	Implement a Public Transit Pilot Program	Create a communications plan and outreach to launch the service.	Complete	BOT	Staff	

Park Township Business Plan: Township Infrastructure and Services

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	OFF	ON

OBJECTIVE	HIGH LEVEL TASK	OPERATIONAL TASK	STATUS	CHAMPION	ASSIGNED TO	NOTES
Improve and better utilize existing assets and property	Improve the Airport facilities. Increase its effectiveness as an entertainment and recreational asset for the community.	Acquire the necessary agreements and / or easements to utilize the full length of the runway.	In Progress	BOT	Howard	
Improve and better utilize existing assets and property	Improve the Airport facilities. Increase its effectiveness as an entertainment and recreational asset for the community.	Apply for federal and or state funds to improve the runway.	Delayed			
Improve and better utilize existing assets and property	Improve the Airport facilities. Increase its effectiveness as an entertainment and recreational asset for the community.	Begin a public - private partnership to develop new hangers and additional amenities at the airport.	Delayed			
Improve and better utilize existing assets and property	Improve the Airport facilities. Increase its effectiveness as an entertainment and recreational asset for the community.	Consider additional events that will draw in residents who would not normally frequent the airport.	Complete	Airport Committee	Airport Committee	Implemented Open House.
Improve and better utilize existing assets and property	Increase the use of the Ottawa County Fair grounds and surrounding property.	Improve the coordination between the Ottawa County Fair Grounds and Township.	Complete	Fair Board	Fair Board / Howard	Daniele has been attending Ottawa County Fair Board meetings. Relationship seems to be strong.
Improve and better utilize existing assets and property	Implement previous road end planning efforts.	Re-Institute the Road End Committee to evaluate and hear petitions on each situation.	In Progress	Skip Keeter	Skip Keeter	

Note: Generally speaking, we have had good implementation success in the area of Township Services and Infrastructure. The airport and projects with the Road Commission will be a major focus in 2018.

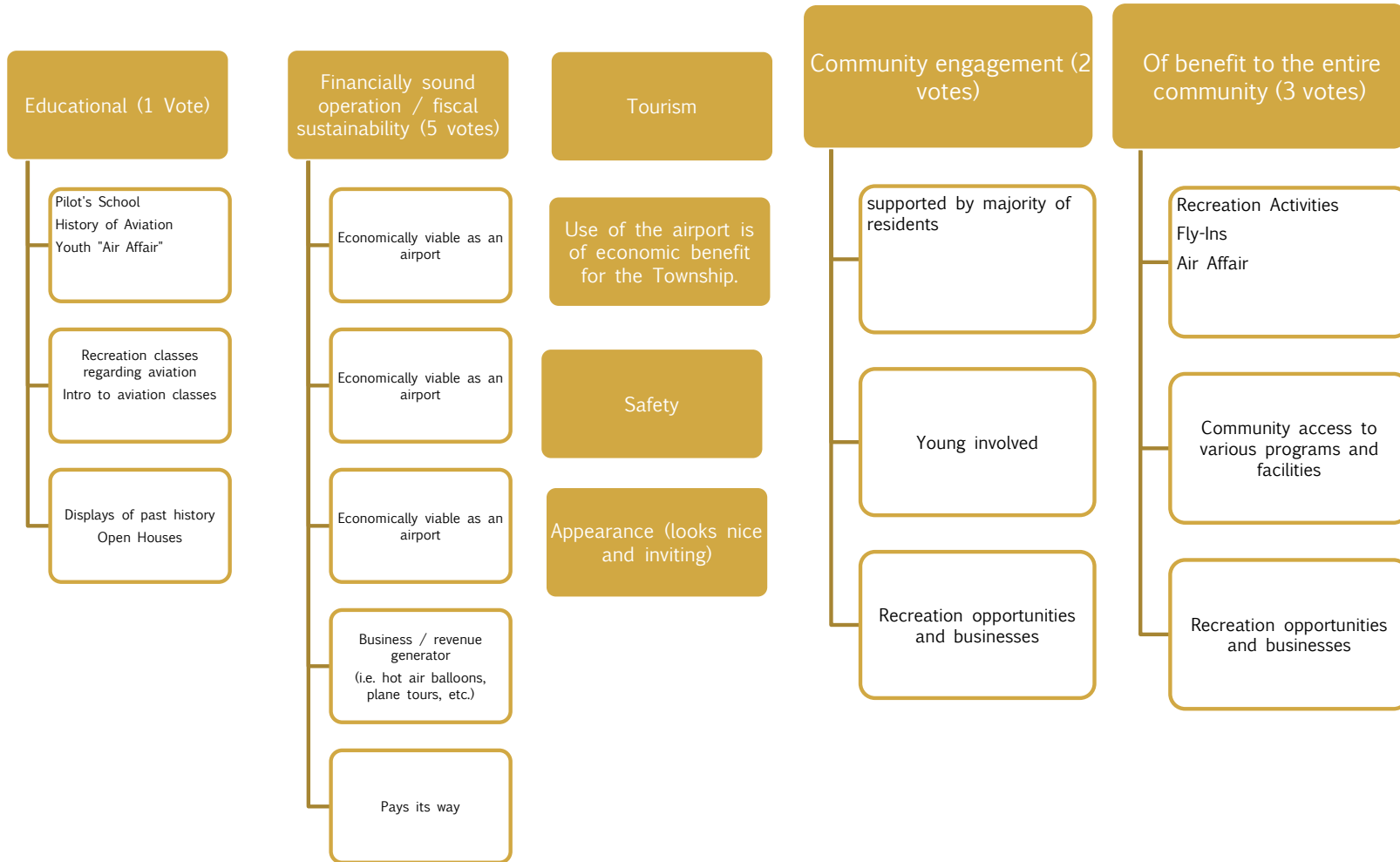
Park Township Business Plan: Board Visioning and Policy

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	OFF	ON

OBJECTIVE	HIGH LEVEL TASK	OPERATIONAL TASK	STATUS	CHAMPION	ASSIGNED TO	NOTES
Analyze the current governance structure, existing committees, and organization flow of Park Township.	Ensure that all board members have an equal voice in every decision.		In Progress	BOT	BOT	
Analyze the current governance structure, existing committees, and organization flow of Park Township.	Ensure transparency no matter how the board wishes to organize.		In Progress	BOT	BOT	
Create a Park Township Branding Plan.			Not Started	BOT	BOT	
Create a unique theme for the boards term.		Focus on the Township recreational and open space assets when developing a theme. This is identified as a major reason residents think favorably upon Park Township.	In Progress	BOT	BOT	
		Organize a bus tour of Park Township, specifically designed for the new trustees to get up to speed quickly.	In Progress	BOT	Staff	

Airport Story Boarding



Board indicated that in our new strategic plan, the airport should be its own category.